

**RFP-6-52**  
**Attachment E**  
**Scope of Work**

IOTD's vision is for Indiana to be a top leisure visitor destination in the Midwest, with growth in leisure travel annually exceeding its competitive set.

In order to achieve this goal, IOTD must communicate with many audiences including consumers in Indiana and surrounding states, the trade, the media, tourism organizations, businesses statewide, and elected and government officials. To reach these markets and audiences, IOTD focuses on program areas including consumer and trade marketing campaigns, tourism research, Indiana welcome center operations, and produce development programs.

IOTD seeks the support of a marketing communication agency to create and implement the above communication activities. This will include seasonal/annual advertising, direct marketing, and promotional campaigns, as well as supporting collateral and trade show materials. Primary projects include the production of potentially three publications, seasonal advertising campaigns, and Web site design and maintenance. All marketing programs require research-based strategies and return-on-investment tracking.

The contract involves production of more than 75 deadline dependent jobs each year and the selected respondent must be staffed with sufficient full- and part-time personnel to accomplish the workload in a timely fashion.

Some of the responsibilities of the selected respondent will include:

- Account supervision, management, and coordination
- Strategic planning and research supervision as well as sound long-term marketing consultation
- Creative concept development
- Print advertising, collateral, communications materials, and multi-page guidebook design, copywriting, and production on a quality and creative level that is competitive in nationals and international markets
- Special event, seminar, trade show, and workshop materials production and printing
- Display graphics and production
- Coordination of corporate marketing partnership arrangements, which may include relationships with other agencies
- Supplier contract supervision (see below) as well as complex client budgeting and financial management
- Brand supervision and direction
- Management of direct response advertising, tracking studies, and strategic planning

Web Site Responsibilities:

- Redesign Web site utilizing research-based approach
- Create and maintain a formatted database
- Increase traffic (currently 2 million visitors annually)
- Develop and implement a content management system

- Maximize paid advertising element
- Contract Search engine optimization
- Provide tracking solutions and analysis for advertisers
- Continuous usability analysis
- Monthly editorial and design updates
- Respondents must adhere to the guidelines and standards outlined on <http://www.in.gov/iot/architecture/>

The selected respondent will be required to subcontract for the following services, at a minimum:

- Printing
- Broadcast and print production services
- Photography
- Copywriting
- Research
- Literature fulfillment and postage
- Public relations counsel
- Data entry and management
- Product/customer database
- Publications and Web site sales and production (separate sales force)
- Media coordination services for special programs
- Trade and consumer show exhibits
- Other various consultants

The selected respondent will oversee and manage accounts payable/receivable for those suppliers, the ability to pay promptly for continuation of services, and the resources for obtaining minority-owned suppliers.

The selected respondent will be responsible for observing the constraints imposed by both Federal and State law and must indemnify the State against any liabilities or penalties of any incurred. The State reserves the right to approve the selection of any subcontractors that may be used for these services.